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GETTING THE BUSINESS OF NEW PEOPLE

One reason why the advertising game is such a leading factor in modern business is that population is so constantly changing.

Years ago people used to settle down in one place and live there all their lives. Having grown up in a place, they knew all the merchants from way back. They had some idea as to who was enterprising and alert and who was slow and indifferent. Advertising was useful then, but not so wholly necessary as now. But many merchants are still trying to do business as if these conditions still existed.

Nowadays the population of most towns is very fluctuating. If a store is satisfied merely to keep its old customers, it finds that a certain proportion die off each year. A far larger proportion have moved elsewhere. Meanwhile a constant influx of new people come in. It is a common remark, even in small places, that the town is full of new faces.

When a new family comes in, they immediately want to know where to trade. They know nothing of the history or reputation of the merchants. The first thing they do is to buy a newspaper and find out what stores are advertising. Usually they open up accounts with merchants whose notices they have read.

A man may have done business for a life time in his old location, all of it honorable trade. He may have given good value all these years, and have an established circle of patronage. The newcomer knows nothing of all this. Indeed he is a little suspicious of old established firms, knowing that sometimes they live too much on old reputation.

Business relations made with newcomers through advertising usually proves permanent. The man who advertises realizes the necessity of making good promises he puts into print. He gets the cream of the new trade, and wins the friendship of new people, who to less enterprising merchants are wholly strangers.

THE HIGH WAR PRICES

A farm supply dealer serving a rural district was telling the other day about advances in prices, and speculating as to who were getting rich out of it. He told as an illustration the experience of his own concern with dynamite. Before the war they bought it for 13 cents. Now they paid 30 cents for the same article.

Early in the war, they had stocked up heavily at 13 cents. They contented themselves with advancing the retail price to only 20 cents. They felt justified in asking this, as in many lines, they expected to meet losses on depreciation of values after the war.

This is a typical illustration of how the store located near home, dependent on the nearby community, tends to keep prices steady and keep out of speculation. But there are many firms who distribute goods over a wide area, that would not question a moment about putting their dynamite up to 35 cents, even had they had it on hand at old prices. They take advantage of all fluctuations. Some big fortunes will result from the war in this way.

The firm that protects its customers may not be philanthropic, but simply is looking at business in a bigger way. The dealer above referred to said, that by keeping the price of dynamite fairly low, they pleased their trade, and did one more thing to build up a loyal patronage. Furthermore, had they jumped the price, the result would have been to check the use of dynamite. Farmers had just begun to buy it extensively for breaking up rough land and a high price would have stopped this in a large measure. He believed they would sell more dynamite in five years by keeping prices moderate.

But there are some business men who don't see a point like that. Perhaps it might apply even in the matter of the present high cost of gas-

oline. It is a general rule that the public does not like to buy articles subject to large fluctuations, and that where prices go up very high, substitutes are found.

ONE BIG CAUSE OF POVERTY

Figures just published of the number of industrial accidents in one state are startling. In Pennsylvania during the first half of February, 13,027 working people received injuries. Of course the great majority would not cripple the worker. But the figures show either an amazing degree of carelessness, or of perilous machinery, or mining conditions.

An exchange commenting thereon remarks that happily compensation laws afford pecuniary relief to the workers of most states now. But none the less the accidents are a tax on the whole people. The legal compensation is charged up to manufacturing expense, and we all help pay for it. Where injuries cripple a worker, an element of non-supporting people is created to whose care all of us indirectly contribute.

Wherever compensation laws are now in force, mill owners look out pretty well to see that machinery is well protected. Perils are costly to the manufacturer now, and are steadily being reduced. Removing hazards from a factory might not cost as much as a single law suit. Probably the bulk of the accidents today occur from the negligence of operatives.

Railroad men in particular are traditionally reckless. Many of the younger fellows in the business are of a rough rider type. They seem to enjoy boarding and jumping from cars when in rapid motion. Gymnastic stunts with a moving train please their acrobatic instincts. But a locomotive and ponderous steel rolling stock are a different proposition from handling a bucking broncho.

The new man may prudently keep away from the unboxed belting for a little. Afterward he forgets. In a moment of absorption he backs into the whirling leather, and there is an arm in the pulleys. The interest on compensation money does not pay good wages. And often the lump sum paid for damages is dissipated in expenses or speculation. So one more family goes on the pathetic rolls of charity.

BETTER BABIES

I have heard of better donkeys and have heard of better cows, and of better breeds of horses, built to pull all sorts of plows and of better cats and rabbits and a better class of hogs, with a special effort ever to improve the breed of dogs; and I've heard of better Cotswolds, with the long and woolly coat, but to hear of better babies is the thing that gets my goat.

Why this howl about the babies that are neither bought nor sold, adding to our batch of troubles, taking from our stock of gold, is the thing that stumps me badly in this day of Get the dough, and I fear I am dreaming. Surely none of it is so. Men would not turn from their horses, trained to do a mile in two, to a bawling, squalling baby with its teeth a coming through. No, I don't believe such nonsense and the thing must be a bill.

There's no time for us to monkey fixing up the babies' milk. Yet, if time we had a plenty after seeing to our stock, I'm inclined to think it wisdom to improve the human flock. So let's hope the thing is real and look forth to better days when our babes will be as precious as the cows and pigs we raise; when we'll build well for the future, boys with strength and girls with song, standing for the nation's honor, loving truth and hating wrong.—Fred Waldo Crockett, Salt Lake.

At a preparedness rally in New York, Mrs. Lindon Bates used effectively the argument advanced by Mrs. Burton of this city that the woman who didn't raise her boy to be a soldier has no right to the defense of any other woman's boy. The argument could not be more cogently presented. It leaves nothing unsaid; it covers the ground; it is unimprovably, unanswerably specific and to the point. And its application is no more evident to women than to men. The pacifist and peace at any price whose mama don't raise him to be a soldier, or who didn't raise himself to be one, or who is too proud to fight, has no right to expect braver men to protect him in times of trouble.—Rochester Post Express.

This is the year when the Gazette will take the announcements of all the candidates of all the parties. Time was when we took on the Moores with the Republicans. This year we are going to enlarge our sphere of influence and take Democrats, Socialists, Prohibitionists and Independents. We have no desire for tainted money. But there is only one tainted about the \$5 of the candidate—

Taint enough!—Emporia, Kansas Gazette.

Real preparedness will be attained if after establishing military training in the public schools, we establish courses in elementary arithmetic in the security leagues.

The public schools of Mexico City have been closed for five years. That is what appears to be principally the matter with Mexico.

AMERICAN CONSUL TURNS

TORREON CONSULATE OVER TO BRITISH CONSUL

Torreón, Mexico, March 15.—The American Consul, A. L. Williams, has on the advice of his government to use his own judgment in the matter turned over the American consulate at Torreón to the British vice consul. Meantime a party of more than forty Americans are gathered here waiting to leave on the train which has been held up for a day by a wreck on the Monterey road.

The Carranza officials still maintain in spite of general fears that the Americans are perfectly safe.

"We are gentlemen and Americans have no need to fear as we will escort them over the border and give them every protection, no matter what happens," said General Francisco Gonzales today. He continued:

"I am sending my family out on the same train, which will carry an adequate escort. We are certainly not seeking trouble with the United States and I hope matters will be satisfactorily arranged. Yet if worst comes to worst, we want to see all Americans safely across the border."

The newspapers in this vicinity have published the notes exchanged by the Carranza and Wilson governments and telegrams explaining the object of the punitive expedition, commenting editorially that they do not understand why a breach of relations between the two countries should be thought imminent.

FREE SUGAR TAX REPEAL IS DEBATED

Washington, March 15.—The administration bill to repeal the free sugar clause of the Underwood-Simons tariff law which would take effect next May, came up for general debate in the House today and its passage is expected tomorrow.

All of the opposition to the measure today came from three Democrats, Representatives Bailey of Pennsylvania, Keating of Colorado and Vandye of Minnesota.

Mr. Bailey, who is regarded as William Jennings Bryan's spokesman in the House, said it was true the country needed the money to be derived from retaining the present tariff on sugar, but that an economical expenditure of public funds would have made the proposed legislation unnecessary. Mr. Keating insisted that the measure would mean the adding of a cent a pound to sugar to be divided fifty fifty between the United States and the sugar trust. Mr. Vandye took a similar position.

Republican speakers twitted the Democrats about adopting a protective tariff measure. Representative Longworth of Ohio formally welcomed the Democrats into the Republican party. He said it was the first time in a century that the entire membership of the ways and means committee had agreed on a tariff bill. Representative Collier of Mississippi in opening debate for the bill, explained that the change in economic conditions caused by the war made the repeal necessary.

DRUG HABIT IS GROWING AMONG THE UTE INDIANS

Salt Lake, March 16.—The Ouray Ute Indians at Randlett, Utah, are consuming large quantities of an intoxicating, stupefying drug, according to a report made by Herman Harms, state chemist to Governor William Spry, in response to the governor's request that a certain plant called peyote, be investigated. Mr. Harms said the Indians chew the bark and blossoms of the plant, that is a species of the cactus family, with dreadfully demoralizing results.

In his report to the governor, Mr. Harms says the Ute Indians sold their peyote service every Saturday night until Sunday morning at Randlett, and from all accounts the evil habits growing with remarkable rapidity.

The peyote is a form of cactus which grows abundantly in the south west United States and in adjacent parts of Mexico.

"The blossoms," Mr. Harms says in his report, "including the tuft of silky fibers are chewed and eaten similar to the way the Peruvians derive the effects of cocaine from chewing the coca leaves. At first the peyote blossom causes a great state of excitement and mental exhilaration. Then it deadens the senses, produces

No Tires are "larger,"— taken Type for Type,—than —GOODRICH Black-Treads



30 x 3	\$10.40
30 x 3 1/2	\$13.40
32 x 3 1/2	\$15.45
33 x 4	\$22.00
34 x 4	\$22.40
36 x 4 1/2	\$31.60
37 x 5	\$37.35
38 x 5 1/2	\$50.60

SIZE for Size, and Type for Type, Goodrich Tires are as large as the largest put out by any Maker, and WILL BE SO MAINTAINED.

This means larger than corresponding Sizes and Types of many other Tires for which even higher prices are asked.

It means, too, the most generously made FABRIC Tires on the Market, at any price.

Manufactured by the largest Rubber Factory in America, with a 47 year Experience in Rubber-working, and a Record for DEPENDABILITY which makes the above statements worthy of prompt acceptance.

Made from the new "Barefoot Rubber," which gives its maximum Traction with minimum Friction,—with resilience, liveliness and long-life to Tires.

PRICED on that "Fair-List" basis initiated Jan. 1st, 1915, by the B. F. Goodrich Co., which saved more than \$25,000,000 last year to Tire-Users, through its propaganda against Padded Price-Lists.

Priced so reasonably low that Competitors, whose products are not comparable, claim superiority on the mere strength of their Higher Prices (and the Larger Profits they demand from the Tire-User and Dealer).

Goodrich Prices are based on what it costs the largest, and longest experienced, Rubber Factory to manufacture Tires, as ONE of the 269 lines of Goodrich Rubber Goods for which it buys Crude Rubber, and over which its Overhead Expenses are divided.

Good Business Men should know, from this, why Goodrich "Barefoot" Tires can be (as they are) the best Tires on the Market AT ANY PRICE,—though quoted at the moderate "Fair-List" figures frankly and openly published herewith.

THE B. F. GOODRICH CO.
Akron, Ohio

GOODRICH— "BAREFOOT" Tires

For Service buy the Goodrich Casing. They can be bought
At SPENCER BROS. AUTO CO.
Federal Avenue Logan, Utah.

abnormal dreams, is demoralizing and finally causes the Indians to remain drunk or in a stupor for two or three days."

THE APRIL WOMAN'S HOME COMPANION

In addition to a large amount of good fiction the April Woman's Home Companion has a number of interesting special articles. "Give the Girl a Chance" by Ida Tarbell discusses the failure of our educational system in regard to young women and urges the necessity of training girls for married life.

"Isolde at Home," by Johanna Gadski, the famous opera star, gives an intimate account of the life of a great prima donna when off the stage. The Market Value of a Wife, by a married man. Our Adopted Baby, with illustrations from the painting by William Cotton. A Sermon to Grandparents, by the Rev. C. E. Jefferson of the Broadway Tabernacle, and A Bouquet Garden, by Grace Tabor furnish material of interest in many widely separated fields.

The fiction includes another interesting detective story by William J.

RECIPE FOR GRAY HAIR

To half pint of water add 1 ounce Bay Rum, a small box of Barbo Compound, and 1-4 ounce of glycerine. Apply to the hair twice a week until it becomes the desired shade. Any druggist can put this up or you can mix it at home at very little cost. Full directions for making and use comes in each box of Barbo Compound. It will gradually darken streaked, faded gray hair, and removes dandruff. It is excellent for falling hair and will make harsh hair soft and glossy. It will not color the scalp is not sticky or greasy and does not rub off.—Adv.

WHEN ISOLDE GOES TO MARKET PEOPLE STARE

In the April Woman's Home Companion is an article by Madame Gadski the famous opera star, about her own private life. In it she describes going to market.

"If only at such times people did not recognize me!" she laments, "very often someone who has seen me at the opera the night before will exclaim, 'What! Isolde marketing? In reality I am resting for my mind is set on vegetables.'"

CUT THIS OUT—IT IS WORTH MONEY

DON'T MISS THIS. Cut out this slip, enclose with 5c to Foley & Co., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound, for lagrippe, coughs, colds and croup. Foley Kidney Pills and Foley Cathartic Tablets. Sold everywhere.—Adv.

O. S. L. TRAIN SCHEDULE

ARRIVE	FROM
No. 41—8:35 a. m.	Cache Junction and North
No. 12—8:40 a. m.	Preston
No. 22—2:00 p. m.	Preston
No. 21—11:20 a. m.	Salt Lake City
No. 43—5:40 p. m.	Cache Junction, North and South
No. 11—8:20 p. m.	Salt Lake City
DEPART	FOR
No. 12—8:40 a. m.	Salt Lake City
No. 42—9:25 a. m.	Cache Junction and North
No. 21—11:20 a. m.	Preston
No. 22—2:00 p. m.	Cache Junction, North and South
No. 44—6:10 p. m.	Cache Junction
No. 11—8:20 p. m.	Preston